IBM

Extending Your Mainframe for More Business Value

Attend one of our free technical education seminars for a fresh look at the mainframe – from new tools that help you make better use of your assets, to the latest technology for boosting mainframe energy efficiency

When you're running a mainframe, the demands put upon it never cease. You counted on it to help you run IT and manage business growth, and now may be looking at it to integrate mainframe and distributed assets using a Service Oriented Architecture. You won't be the first. With the resurgence of the modern mainframe, businesses are increasingly running new workloads on the platform, as well as extending existing workloads, to realize the cost savings and benefits of a robust, highly available and secure platform.

This full-day seminar on the value of the mainframe will show you how to extend existing applications easily and quickly, using modern tools that require no mainframe experience. This new ease-of-use means that you can transform a transactional application to a new access "channel" – whether it's a PDA, mobile phone or "legacy" browser – with relatively few skills. We'll also show you how a mainframe portal and message broker can integrate and extend your existing applications with the highest levels of service. More than ever, the mainframe is the ideal place to trust your data – whether it's operational, relational, XML, or stored in a data warehouse.

In this seminar, **Extending Your Mainframe for More Business Value,** we'll offer both introductory and advanced sessions and demonstrations on how to:

- *Achieve immediate productivity of new hires to the mainframe, for both operations and application development*
- *Implement a data warehouse on System z™, and use the analytical and reporting tools to make real-time decisions*
- *Optimize platform selection for new applications by understanding the deployment capabilities and characteristics of z/OS®*
- *Show compliance of IT systems with the latest industry or federal regulations*

Register online today!

This seminar will help you better understand System z products and services available to you, as well as best practices to follow so you can learn from the experience of your peers. Visit **ibm.com**/software/systemz/seminar/mainframe right now to locate the seminar nearest you.

Agenda

Continental breakfast will be available at 8:30 a.m. The formal program will commence at 9:00 a.m.

9:00 A.M.	Affordable business growth with System z
9:30 A.M.	Extend access channels with SOA
10:15 A.M.	New data workloads on System z
11:00 A.M.	**Break**
11:15 A.M.	Deliver business insight with a data warehouse on System z
12:00 P.M.	Extend connectivity with a mainframe communications backbone
12:30 P.M.	**Lunch and solution demonstrations**
1:30 P.M.	Consolidate workloads to reduce costs
2:15 P.M.	Extend data security on the mainframe
2:35 P.M.	Extend IT service management
3:05 P.M.	**Break**
3:20 P.M.	Extend development team productivity
4:05 P.M.	Extend your investment in System z
4:35 P.M.	Wrap-up and closing comments

Locations and dates

Seattle   **October 22, 2008**
IBM
720 4th Avenue
Kirkland, WA
Room 124

Des Moines   **November 12, 2008**
Draper & Kramer Conference Center
Capital Square Building
400 Locust, Suite 155
Des Moines, IA